

# Job Description

**Job Title:**

Cruise Project Manager

**Location:**

VisitAberdeenshire Offices, Aberdeen

**Reporting to:**

Head of Tourism Development

**Purpose:**

To lead VisitAberdeenshire's involvement in the development of the cruise market to fully exploit the harbour assets and the tourism products within the region, and support VisitAberdeenshire B2B marketing activity as required. This involves getting Aberdeenshire businesses cruise ready, promoting the destination and shore excursion options to cruise operators and shore excursion companies, and working with Cruise Aberdeenshire partners to deliver the project action plan and ensure a positive and joined-up welcome across the region.

**Principal Duties and Responsibilities:**

The Cruise Project Manager will be expected to deliver within the following areas:

***Strategy***

- Develop and deliver a clear and concise cruise Aberdeenshire development and marketing strategy (relating to the regional strategy).

***Project Management***

- Maintain and manage a multi stakeholder project action plan.
- Deliver against VisitAberdeenshire actions within the plan
- Influence partners to ensure the action plan is delivered on schedule.
- Provide regular reports to the project Leadership Group and the Officers' Group and liaise with the project industry group.

***Partnership Working***

- Act as lynchpin between tourism businesses in Aberdeenshire, cruise lines & shore excursion companies.
- Develop an excellent working relationship with the Aberdeen Harbour Board Business Development Manager.
- Secure support for the Cruise Aberdeenshire initiative at a senior level with representatives from public and private sector organisations.

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### ***Product Development***

- Identify key product areas in line with cruise line/shore excursion company needs.
- Work with shore excursion companies to understand their requirements of the destination to support growing this market and apply principles to mainstream B2B networks.
- Work with businesses and business groups to adapt their current offer to fit the cruise market.
- Develop creative excursion programmes with clusters of businesses in line with cruise lines/shore excursion companies' expectations.
- Work with Aberdeen Harbour Board on relevant aspects of the quayside experience.
- Develop a welcome experience within the destination at all touch points for passengers and crew.
- Work with the Scottish Tourist Guides Association (STGA) to grow the pool of guides available in the north east.

### ***Sales & Marketing***

- Support Aberdeen Harbour Board business development activity by promoting the destination to cruise lines/shore excursion companies to secure inclusion within a targeted number of programmes.
- Organise and deliver familiarisation trips for cruise lines/shore excursion companies.

The post holder will also be expected to:

- Produce regular reports for the Head of Tourism Development, Chief Executive and other senior management as required.
- Play an active part in the development of the VisitAberdeenshire team, including training and coaching team members as required.
- Assist in the delivery of and supporting the VisitAberdeenshire marketing and communications activities.
- Undertake any other duties that may be required in order to ensure the smooth running of the organisation.

***This is a full-time position on a fixed term contract until 30<sup>th</sup> June 2020***